Potential photo options

Creating Brand Design: Why Quick Doesn't Mean Sloppy

Have you ever wondered how particular designers can create the best designs in no time? It's like designers have creative magic for any situation. However, just like any other job, great brand design comes from years of experience and skill. Pablo Picasso once said: "It took me a lifetime to be able to do that in a few minutes." He encapsulated the world of brand design and how experience creates speed, but without compromising excellence.

The world moves quickly these days, and businesses are always racing to new opportunities. Change is happening constantly, and competition is fierce, so in brand design, the ability to have a speedy design is important. Quick turnaround times ensure more business opportunities and enable different brands to seize new opportunities and adapt to changes more quickly than their opponents. This also helps connect with their audience.

The thing is, though, speed alone won't be good enough. Logos can't be created in 5 minutes from one idea. Speed is good, but not if the work is sloppy. This is when having good experience kicks in. Picasso further explains the impact of experience. He put it perfectly: 'Behind every lightning-strike genius is a bedrock of knowledge, experiment, and refinement that takes years.' Veteran designers are efficient, but most importantly, effective. They have a deep understanding of design principles, are detail-oriented, and can easily understand how to appeal to an audience.

To prove our point, an Adobe survey discovered that 67% of marketers think that design quality is the core of building a leading brand. Plus, 42% of consumers are more likely to engage with your brand if it has good visuals.

It's all about balance. Making sure efficient design doesn't compromise quality comes from putting the work in and getting that experience and expertise out of it. There isn't a way around it. You want to be able to balance speed with quality and get top-notch work done under tight deadlines.

Now we aren't saying that quick brand design means working quickly. We mean that channeling experience delivers excellent results at a good time. Picasso might've taken an entire lifetime to craft his skill and creativity, but ultimately these qualities are what helped him create art in mere minutes.

Potential Photo options

Logos, the Face and Heart of your Brand: The Power of First Impressions

Let's talk about something that can be easily forgotten, but is extremely crucial in business. Your logo! The logo can be defined as the face of your company because it is the first thing that people see when they search for your business. It is an introduction to your brand and just like with people, first impressions matter. Let's dive into all the reasons why a logo is so important.

Just like meeting a new person for the first time, people notice what stands out. When it comes to companies a 3M study showed that the brain processes visual images 60,000 times faster than than reading text. So, the quickest way to grab an audience's attention is to make a good first impression with a logo.

Your logo is also something that can easily build trust and be distinguished quickly. Consistently marketing with the same logo can increase revenues by up to 23% (Lucidpress, 2019). This is because consumers are much more likely to do business with a company they have seen before, have used before, and trust. A logo is an easy way to create familiarity between consumers and a brand.

Now it isn't enough to simply have a logo because we live in a world full of logos. Every store sells loads of different brands so standing out is important. A unique and memorable logo is necessary because an average person can be exposed to anywhere between 6,000 to 10,000 daily ads. To be remembered, your logo needs to be something that captures an audience's attention.

Colors, shapes, and design elements, as simple as they can be, can evoke emotions and tell a story about your brand. You don't even need to use words. According to a study by the University of Loyola, Maryland, color increases brand recognition by up to 80%. For example, the Nike swoosh that is so easily recognized isn't just a checkmark. It symbolizes movement, speed, and athleticism which correlates to their brand. Logos can create an emotional connection that sometimes simple words cannot.

Logos are also a starting point for your brand's narrative. Whether your brand is to represent a fun and playful company, or a more serious one, a logo can help develop that tone. For instance, we all say "Don't judge a book by its cover" but that doesn't stop us from doing it. A logo is the same way. You want to make sure it encompasses the setting for your brand and gives your audience the right idea about what kind of company it stands for.

You might be thinking that a logo is easy to create, and shouldn't be expensive. However, Pepsi for example paid 1 million dollars for its logo redesign, and considering how well-known that logo is, it was worth every penny. A poor logo, however, won't stand out and can ruin a business. Consumers make 77% of purchases based on brand names (Nielson, 2021) and companies that portray a consistent brand are 3.5 times more visible than ones with an inconsistent brand (Demand Metric, 2020). Your logo is not just a symbol, it's the face and the heart of your brand. It is a chance to make a good first impression and a lasting one. Make your logo count because it opens doors and drives success.